GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:5405
ANSWERED ON:28.04.2003
REVIEW OF NATIONAL TOURISM ACTION PLAN
SHIVRAJ SINGH CHOUHAN

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether the Government have reviewed National Tourism Action Plan announced in May 1992 to identify the inadequacies in realising the target fixed in tourism sector and to attract tourists;

(b) if so, the details thereof;

(c) whether the Government have any proposal to invite investment from private sector; and

(d) if so, the details thereof?

Answer

MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN)

(a): The National Tourism Policy 2002 has been formulated to meet the present requirements of the tourism sector in the country and to guide the national efforts for development of tourism in the future beyond the framework of National Tourism Action Plan announced in 1992.

(b): Broadly this Policy attempts to achieve the following objectives:-

- Position tourism as a major engine of economic growth;
- harness the direct and multiplier effects of tourism for employment generation and economic development ;
- focus on domestic tourism as a major driver of tourism growth;
- position India as a global brand;
- create and develop integrated tourism circuits based on India`s unique civilization, heritage, and culture;
- ensure that the tourist to India gets physically invigorated, mentally rejuvenated, culturally enriched-spiritually elevated and `feel India from within`;

(c) and (d): This policy acknowledges critical role of private sector with Government working as a facilitator and catalyst.